We claim:

1. Activated carbon coated with a water-insoluble coating material comprising a binding agent and a masking agent, the coating material having an add-on level relative to the uncoated activated carbon of at least 5%, and the coated activated carbon having a Relative Adsorption Efficiency with respect to at least one odoriferous agent of at least 30%, the odoriferous agent being selected from the group comprising ammonia, triethylamine, trimethylamine, dimethyldisulphide, and isovaleric acid.

2. The coated activated carbon of Claim 1, wherein the Relative Adsorption Efficiency is at least 50%.

3. The coated activated carbon of Claim 1, wherein the Relative Adsorption Efficiency is at least 70%.

4. The coated activated carbon of Claim 1, wherein the Relative Adsorption Efficiency is at least 90%.

5. The coated activated carbon of Claim 2 or 4, wherein the odoriferous agent is ammonia.

6. The coated activated carbon of Claim 2 or 4, wherein the odoriferous agent is trimethylamine.

7. The coated activated carbon of Claim 2 or 4, wherein the odoriferous agent is dimethyldisulfide.

8. The coated activated carbon of Claim 1, wherein the binding agent is deformable.

9. The coated activated carbon of Claim 8, wherein the coating material has a Shore A hardness of less than about 70.

10. The coated activated carbon of Claim 8, wherein the coating material has a Shore A hardness of less than about 50.

11. The coated activated carbon of Claim 1, wherein the coating material is colored.

12. The coated activated carbon of Claim 11, further having a HunterLab L value of at least 40 and an absolute value "a" value or absolute "b" value greater than 10.

13. The coated activated carbon material of Claim 1, wherein the coating material is substantially opaque and is not white or gray.

14. The coated activated carbon material of Claim 1, further having a Particulate Noise Level at least 2 decibels lower than that of the uncoated activated carbon.

15. The coated activated carbon material of Claim 1, further having a Particulate Noise Level at least 4 decibels lower than that of the uncoated activated carbon.

16. The coated activated carbon material of Claim 1, further having a Particulate Noise Level at least 6 decibels lower than that of the uncoated activated carbon.

17. The coated activated carbon material of Claim 1, further having a Particulate Noise Level of about 52 or less.

18. The coated activated carbon material of Claim 1, further having a Particulate Noise Level of about 50 or less.

19. The coated activated carbon material of Claim 1, wherein the binding agent is hydrophobic.

20. The coated activated carbon material of Claim 1, wherein the binding agent comprises a latex.

21. The coated activated carbon material of Claim 1, wherein the binding agent is formed from a compound comprising a latex.

22. The coated activated carbon material of Claim 1, wherein the coating material is formed from a process comprising combination of a binding agent, a pigment, and a blowing agent.

23. The coated activated carbon material of Claim 1, further comprising a fluoropolymer.

24. The coated activated carbon of Claim 1, wherein the masking agent is relatively more concentrated at the outer surface of the coating material.

25. The coated activated carbon of Claim 1, wherein the masking agent is relatively more concentrated at the inner surface of the coating material.

26. The coated activated carbon of Claim 1, wherein the masking agent comprises metal oxides formed by reaction of a metal alcoxide.

27. Coated activated carbon comprising activated carbon coated with a colored coating material comprising a binding agent and a masking agent, the coated activated carbon having a HunterLab L value of at least 40 and an absolute "a" value or absolute "b" value greater than 10.

28. The coated activated carbon of Claim 27, wherein the binding agent is substantially insoluble in water.

29. The coated activated carbon of Claim 27, wherein the binding agent comprises a silicone compound.

30. The coated activated carbon of Claim 27, wherein the binding agent comprises a latex.

31. The coated activated carbon of Claim 27, wherein the binding agent has a Shore A hardness of about 70 or less.

32. The coated activated carbon of Claim 27, wherein the binding agent has a Shore A hardness of about 50 or less.

33. The coated activated carbon of Claim 27, wherein the binding agent has a Shore A hardness of about 40 or less.

34. The coated activated carbon of Claim 27, wherein the binding agent has a Shore A hardness of about 35 or less.

35. The coated activated carbon of Claim 27, wherein the coating material is elastomeric.

36. The coated activated carbon of Claim 27, wherein the masking agent comprises a white powder.

37. The coated activated carbon of Claim 36, wherein the masking agent comprises titanium dioxide.

38. The coated activated carbon of Claims 27 or 36, wherein the masking agent comprises a colored pigment.

39. The coated activated carbon of Claim 27, wherein the activated carbon is in fibrous form.

40. The coated activated carbon of Claim 27, wherein the activated carbon is in granular form.

41. The coated activated carbon of Claim 27, wherein the coating material is porous.

42. The coated activated carbon of Claim 41, wherein the coating material has been porous by the action of a blowing agent.

43. An absorbent article comprising the activated carbon particles of Claim 27.

44. The absorbent article of Claim 43, wherein the article is a sanitary napkin.

45. The absorbent article of Claim 43, wherein the article is intended to receive feces.

46. A face mask comprising the activated carbon particles of Claim 27.

47. Coated activated carbon coated with a coating material comprising an elastomeric binding agent, the coated activated carbon having a Relative Efficiency for Adsorption of Ammonia of at least 30%.

48. The coated activated carbon of Claim 47, wherein the coating material comprises a non-white pigment.

49. The coated activated carbon of Claim 47, wherein the elastomer comprises a silicone.

50. The coated activated carbon of Claim 47, further comprising a colored pigment, such that the coated activated carbon has a HunterLab L value of at least 40 and an absolute value "a" value or absolute "b" value greater than 10.

51. An absorbent article comprising the activated carbon particles of Claim 47.

52. The absorbent article of Claim 51, wherein the article is a sanitary napkin.

53. The absorbent article of Claim 51, wherein the article is intended to receive feces.

54. A face mask comprising the activated carbon particles of Claim 47.

55. Activated carbon particles coated with a colored coating material comprising a deformable binding agent having a Shore A hardness of less than 70 and having an absolute HunterLab "a" value or absolute HunterLab "b" value greater than 10.

56. The activated carbon particles of Claim 55 having a mean particle size less than 5 mm.

57. The activated carbon particles of Claim 56 having a mean particle size less than 2 mm.

58. An activated carbon material coated with a coating material comprising a water insoluble binding agent and a pigment, wherein the color of the activated carbon material is neither white, gray, nor black.

59. The activated carbon material of Claim 58 having a Shore A hardness of about 70 or less.

60. The activated carbon material of Claim 58, wherein the binding agent is formed from a mixture comprising a silicone latex.

61. A method for producing coated activated carbon material, comprising providing activated carbon material, combining a binding agent and a masking agent to form a coating liquor, coating the activated carbon material with the coating liquor, curing the coating liquor to form a coating material, wherein the coating material on the activated carbon material is substantially water insoluble.

62. The method of Claim 61, wherein the binding agent has a Shore A hardness of less than about 70.

63. The method of Claim 61, wherein the binding agent is elastomeric.

64. The method of Claim 61, wherein coating comprises fluidizing the activated carbon material.

65. The method of Claim 61, wherein coating comprises dry coating of the activated carbon.

66. The method of Claim 61, wherein the coating liquor is curable at room temperature.

67. The method of Claim 61, wherein the coating liquor comprises a catalyst.

68. The method of Claim 61, wherein the coating liquor comprises an aqueous emulsion.

69. The method of Claim 61, wherein curing comprises drying the coating liquor.

70. The method of Claim 61, wherein curing comprises applying energy to the coating liquor in the form of at least one of infrared energy, heated gas, microwave radiation, and radiofrequency energy, wherein the temperature of the coating liquor is brought to at least 100°C.

71. The method of Claim 61, wherein the pigment has an absolute HunterLab "a" value or absolute HunterLab "b" value greater than 10.

72. The method of Claim 61, wherein the coating material comprises a silicone compound and at least one mineral selected from the group consisting of titanium dioxide, silica, alumina, calcium carbonate, calcium sulfate, calcium bicarbonate, mica, zinc oxide, magnesium oxide, and zirconium oxide.

73. A method for producing coated activated carbon material, comprising providing activated carbon material, applying a binding agent to the activated carbon material, applying a masking agent to the activated carbon material, and curing the binding agent.

74. The method of Claim 73, wherein curing the binding agent occurs before applying the masking agent.

75. The method of Claim 73, wherein curing the binding agent occurs after applying the masking agent.

76. The method of Claim 73, wherein applying the masking agent comprises dry coating of the masking agent onto the exposed surfaces of at least one of the activated carbon material and the binding agent.

77. The method of Claim 73, wherein applying the masking agent comprises applying an aqueous suspension of a white or colored pigment.

78. The method of Claim 73, further comprising combining the masking agent and the binding agent prior to applying the binding agent to the activated carbon material.

79. The method of Claim 73, wherein the binding agent comprises an elastomer and the masking agent comprises a mineral or a colored pigment.